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FACSIMILE COVER SHEET

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GILSON
& LIONE**

Date: May 4, 2004

A Professional Corporation
Intellectual Property AttorneysTo: Examiner Cuong Nguyen - GAU 3625
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Facsimile 312-321-4299
Telephone 312-321-4200From: John G. Rauch
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Client No: 9623/374

No. of Pages
(inc. this page): 20Confirmation Copy To Follow: Yes No IF YOU HAVE ANY PROBLEMS RECEIVING THIS MESSAGE,
PLEASE CALL 312-321-4200 AND ASK FOR: John Rauch

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COVER MESSAGE:

Re: US application no. 09/911,674
Filed July 24, 2001

Please forward this facsimile document to Examiner Cuong Nguyen immediately.

John G. Rauch
Reg. No. 37,218

CERTIFICATE OF FACSIMILE TRANSMISSION UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence, totaling 20 pages including recited attachments, is being facsimile transmitted to the United States Patent and Trademark Office at facsimile no.: 703-746-5572 on the below date:

Date: May 4, 2004Name: John G. RauchSignature: *John G. Rauch*

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Davis, Darren et al.Appln. No.: 09/911,674Filed: July 24, 2001

For: **SYSTEM AND METHOD FOR
INFLUENCING A POSITION ON A
SEARCH RESULT LIST GENERATED BY
A COMPUTER NETWORK SEARCH
ENGINE**

Attorney Docket No: 9623/334Examiner: Nguyen, CuongArt Unit: 3625

Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL

Sir:

Attached is/are:

- Communication; Replacement Copy of a Preliminary Amendment filed with the Application on July 24, 2001
 Return Receipt Postcard

Fee calculation:

- No additional fee is required.
 Small Entity.
 An extension fee in an amount of \$____ for a ____-month extension of time under 37 C.F.R. § 1.136(a).
 A petition or processing fee in an amount of \$____ under 37 C.F.R. § 1.17(____).
 An additional filing fee has been calculated as shown below:

	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Small Entity		Not a Small Entity
Total		Minus			x \$9=		x \$18=
Indep.		Minus			x 43=		x \$86=
First Presentation of Multiple Dep. Claim					+ \$145=		+ \$290=
					Total	\$	Total

Fee payment:

- A check in the amount of \$____ to cover the above-identified fee(s) is enclosed.
 Please charge Deposit Account No. 23-1925 in the amount of \$____. A copy of this Transmittal is enclosed for this purpose.
 Payment by credit card in the amount of \$____ (Form PTO-2038 is attached).

Serial No. 09/911,674

Attorney Docket No. 9623/334

- The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Date _____

5/4/04

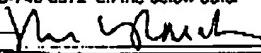
Respectfully submitted,

John G. Rauch
John G. Rauch (Reg. No. 37)

John G. Rauch (Reg. No. 37,218)

CERTIFICATE OF FACSIMILE TRANSMISSION UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence, totaling 20 pages including recited attachments, is being facsimile transmitted to the United States Patent and Trademark Office at facsimile no.: 703-746-5572 on the below date:

Date: May 4, 2004Name: John G. RauchSignature: Our Case No. 9623/334**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:)
Davis, Darren et al.)
Serial No. 09/911,674) Examiner: Nguyen, Cuong
Filing Date: July 24, 2001) Group Art Unit No. 3625
For SYSTEM AND METHOD FOR)
INFLUENCING A POSITION ON A)
SEARCH RESULT LIST)
GENERATED BY A COMPUTER)
NETWORK SEARCH ENGINE)

COMMUNICATION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In reply to the telephonic request by the examiner of this application on May 4, 2004, a replacement copy of the Preliminary Amendment filed with the application on July 24, 2001 is hereby provided for electronic scanning. This is a true copy of the Preliminary Amendment as filed.

U.S. Serial no. 09/911,674
Filed: July 24, 2001
Communication dated: May 4, 2004

Should the Examiner deem a telephone conference to be of assistance in examining the application or advancing the application to allowance, the examiner is invited to telephone the undersigned attorney at the telephone number below.

Respectfully submitted,


John G. Rauch
Registration No. 37,218
Attorney for Applicant

May 4, 2004
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